ORDER

Order / Rev: 36787 **Orders** Alt Order #: 08832933 Product Desc: DCCC IE

> Estimate: 1200

10/09/12 - 10/15/12 Flight Dates:

Original Date / Rev: 07/30/12 / 10/09/12 **GENERAL**

Order Type:

KLAS

Primary AE: Mike Jones

Sales Office:

Sales Region:

K-WAS National

Agency

Name:

Great American Media

Buying Contact:

Billing Contact:

1010 Wisconsin Avenue NW

Washington, DC 20007

Cash Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

EOM/EOC

Broadcast

15%

Advertiser

Name:

Priority:

DCCC

Demographic:

A35+

Product Codes:

PO4 LV2

AGY, POL, ISS

Revenue Codes:

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date

Net Amount End Date # Spots Gross Amount 10/01/12 10/15/12 41 \$54,100.00 \$45,985.00 **Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	41	\$54,100.00	\$45,985.00	0.00
Totals	41	\$54,100.00	\$45,985.00	0.00

00:10:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %	
Mike Jones			Start Of Order - End Of Order	100%	

Order Share Share Total 30% KLAS \$54,100.00 100% Market \$180,333.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$45,083.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$9,016.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	8	10/09/12	10/12/12	8 News Now 5a M-	F CM	5-6a	-TWTF	:30	1	\$1,000.00LV1	0.00 NM	1	\$1,000.00
				8 News Now 5a M-	-F								
	8 NEWS	S NOW @	5A										
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	leek: 10/	08/12	10/14/12	WTF	1	\$1,000.00	0.00						
E 2	8	10/15/12	10/15/12	8 News Now 5a M-	F CM	5-6a	M	:30	1	\$1,000.00LV1	0.00 NM	1	\$1,000.00
				8 News Now 5a M-	-F								

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KLAS

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Product Desc:

DCCC IE

Flight Dates: 10/09/12 - 10/15/12

Estimate:

1200

Ln Ch Start End **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount 8 NEWS NOW @ 5A Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 M-----1 \$1,000.00 0.00 -TWTF--2 \$1,200.00LV1 0.00 NM \$2,400.00 8 10/09/12 10/12/12 8 News Now 6a M-F CM 6-7a :30 2 8 News Now 6a M-F 8 NEWS NOW @ 6A Spots/Week Start Date **End Date** Weekdays Rate Rating --WTF--Week: 10/08/12 10/14/12 2 \$1,200.00 0.00 10/15/12 10/15/12 8 News Now 6a M-F 6-7a 1 \$1,200.00LV1 0.00 NM 8 CM M----:30 \$1,200.00 8 News Now 6a M-F 8 NEWS NOW @ 6A **Start Date End Date** Weekdays Spots/Week Rate Rating M----Week: 10/15/12 10/21/12 1 \$1,200.00 0.00 8 10/09/12 10/12/12 CBS This Morning 7-9a CM 7-9a -TWTF--:30 2 \$1,000.00LV1 0.00 NM 2 E 5 \$2,000.00 **CBS This Morning CBS THIS MORNING** Weekdays Start Date **End Date** Spots/Week Rate Rating --WTF--Week: 10/08/12 10/14/12 \$1,000.00 0.00 10/15/12 10/15/12 CBS This Morning 7-9a CM 7-9a M-----:30 1 \$1.000.00LV1 0.00 NM \$1,000.00 **CBS This Morning CBS THIS MORNING** Spots/Week Rating Start Date End Date **Weekdays** Rate Week: 10/15/12 10/21/12 1 \$1,000.00 0.00 \$550.00LV1 10/13/12 10/13/12 CBS Early Show - Sat. CM 5-7a ----S-:30 0.00 NM 1 \$550.00 CBS Early Show - Sat. THE EARLY SHOW Rating Start Date **End Date Weekdays** Spots/Week Rate Week: 10/08/12 10/14/12 ----S-\$550.00 0.00 8 News Now Sun A----S :30 \$500.00LV2 0.00 NM \$500.00 10/14/12 10/14/12 8 News Now Sun AM #1CM 8 News Now Sun AM #1 8 NEWS NOW SUN MORNING #1 Spots/Week Rating Start Date End Date **Weekdays** Rate ----S \$500.00 0.00 Week: 10/08/12 10/14/12 8 10/14/12 10/14/12 CBS News Sunday Morr@M CBS Sunday Morni----S :30 \$2,000,00LV1 0.00 NM \$2,000.00 **CBS News Sunday Morning CBS THIS MORNING** Start Date End Date Weekdays Spots/Week Rate Rating 0.00 Week: 10/08/12 10/14/12 1 \$2,000.00 **Description** Start/End Time Weekdays Length Rate Rtq Type Spot Ch Date Range 8 10/08/12-10/14/12 CBS News Sunday Morning CBS Sunday Mori -------:30(\$2,000.00) 0.00 NM See MG 9.2 [due n/a upon entry (DA)] 8 10/13/12-10/13/12 Sat Prime Special 8-10p (8:00 PM-10:00 I-----Sa--:30 \$2,000.00 0.00 NM 2 MG for 9.1 10/14 10/14/12 10/14/12 8 News Now Sun AM #2CM 8 News Now Sun A----S :30 1 \$1,500.00LV1 0.00 NM \$1,500.00 8 News Now Sun AM #2 **8 NEWS NOW SUN MORNING #2 End Date** Weekdays Spots/Week Rating Rate Week: 10/08/12 10/14/12 ----S 1 \$1,500.00 0.00 -TWTF--10/09/12 10/12/12 Live w/Kelly CM 9-10a .30 \$850.00LV2 0.00 NM \$1,700.00 Live With Regis & Kelly LIVE WITH KELLY Spots/Week Start Date End Date Weekdays Rating Rate --WTF--Week: 10/08/12 10/14/12 \$850.00 0.00 10/15/12 10/15/12 Live w/Kelly CM 9-10a :30 \$850.00LV2 0.00 NM \$850.00 M-----1 Live With Regis & Kelly LIVE WITH KELLY Spots/Week Start Date End Date <u>Weekdays</u> Rate Rating 0.00 10/21/12 \$850.00 Week: 10/15/12 1 \$3,500.00LV1 10/09/12 10/12/12 Price Is Right CM 10-11a -TWTF--:30 0.00 NM 1 \$3,500.00 Price Is Right

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Ln Ch Start End PRICE IS RIGHT	Inventory Code Break	Start/End T	ime Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week₩TF 1	<u>Rate</u> \$3,500.00	Rating 0.00					
E14 8 10/15/12 10/15/12	Price Is Right CM Price Is Right	10-11a	M	:30	I \$3,500.00LV1	0.00 NM	1	\$3,500.00
PRICE IS RIGHT <u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	Weekdays Spots/Week		Rating 0.00					
E 23 8 10/09/12 10/12/12	630-7p Inside Edition CM Inside Edition	630-7p	-TWTF	:30 2	2 \$1,300.00LV2	0.00 NM	2	\$2,600.00
INSIDE EDITION <u>Start Date</u>	Weekdays Spots/Week	<u>Rate</u> \$1,300.00	Rating 0.00					
E 24 8 10/09/12 10/12/12		11-1135p	-TWTF	:30 2	2 \$2,200.00LV1	0.00 NM	2	\$4,400.00
8 NEWS NOW @ 11P <u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week	<u>Rate</u> \$2,200.00	Rating 0.00					
	8 News Now 11p M-F CM 8 News Now 11p M-F	11-1135p	M	:30	1 \$2,200.00LV1	0.00 NM	1	\$2,200.00
8 NEWS NOW @ 11P Start Date End Date	Weekdays Spots/Week		Rating					
Week: 10/15/12 10/21/12 E 26 8 10/13/12 10/14/12	8 News Now 11p Sa/SuCM 8 News Now Sa/Su 11p	\$2,200.00 11-1135P	0.00 SS	:30	2 \$1,100.00LV2	0.00 NM	2	\$2,200.00
8 NEWS NOW @ 11P	o news now barou rip							
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week	<u>Rate</u> \$1,100.00	Rating 0.00					
E 27 8 10/09/12 10/12/12		1135p-1237a		:30	3 \$850.00LV2	0.00 NM	3	\$2,550.00
LETTERMAN	Manual Control	Data	Dating					
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/WeekWTF 3		Rating 0.00					
E 28 8 10/15/12 10/15/12	Letterman CM Letterman	1135p-1237a	M	:30	\$850.00LV2	0.00 NM	1	\$850.00
LETTERMAN Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/15/12 10/21/12	M 1	\$850.00	0.00					
E 29 8 10/09/12 10/12/12	Craig Ferguson CM Craig Ferguson	1237a-137a (12:37 XM-1:3	-TWTF 7 XM)	:30	I \$450.00LV1	0.00 NM	1	\$450.00
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/WeekWTF 1	<u>Rate</u> \$450.00	Rating 0.00					
E30 8 10/13/12 10/13/12	Sat 1135p-1235a Priv P@M Private Practice	1135p-1235a	5-	:30	\$350.00LV1	0.00 NM	1	\$350.00
PRIVATE PRACTICE Start Date End Date	Weekdays Spots/Week		Rating					
Week: 10/08/12 10/14/12 E 31 8 10/14/12 10/14/12	S- 1 Su 1135p-1205a T McC&M	\$350.00 1135p-1205a	0.00 s	:30	I \$350.00LV1	0.00 NM	1	\$350.00
GAMETIME WITH UNLV	Game Time	,,,,,,			. •••••••			V
Start Date End Date	Weekdays Spots/Week		Rating					
Week: 10/08/12 10/14/12 Spot Ch Date Range [1 8 10/08/12-10/14/12 0		\$350.00 <u>t/End Time</u> 5p-1205a	_	<u>/eekdays L</u> Su	-	Rtg Type 0.00 NM		
N32 8 10/11/12 10/11/12		10-11p	T	:30	I \$8,500.00LV1			\$8,500.00
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week		Rating 0.00					
N33 8 10/13/12 10/13/12	Sat Prime Special CM KLAS Movie: The Fan	730-10p	S-	:30	\$2,000.00LV1	0.00 NM	1	\$2,000.00

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Ln Ch Start End	Inventory Code Breat	Start/End Time Days	Len Spots Ra	ate Pri Rtg Type	Spots	Amount
N33 8 10/13/12 10/13/	2 Sat Prime Special CM KLAS Movie: The Fan	730-10pS-	:30 1 \$2,00	0.00LV1 0.00 NM	1	\$2,000.00
Start Date End Da Week: 10/08/12 10/14/1	e Weekdays Spots/Weel	<u>k Rate Rating</u> 1 \$2,000.00 0.00				
N34 8 10/13/12 10/13/	I2 ACC Football CM ACC Football	930a-12pmS-	:30 4 \$1,00	0.00LV2 0.00 NM	4	\$4,000.00
<u>Start Date</u> <u>End Da</u> Week: 10/08/12 10/14/1		<u>K Rate Rating</u> 4 \$1,000.00 0.00				
N35 8 10/10/12 10/15/	2 8 News Now 4-5a CM 8 News Now 4-5a	4-5a M-WTF	:30 3 \$25	0.00LV1 0.00 NM	3	\$750.00
<u>Start Date</u> <u>End Da</u> Week: 10/09/12 10/15/1		<u>Rate</u> <u>Rating</u> 83 \$250.00 0.00				
N36 8 10/13/12 10/13/	12 Sat 1235-135a DaVinci I6M Da Vinci Inquest	12.35a-1.35aS-	:30 1 \$20	0.00LV1 0.00 NM	1	\$200.00
<u>Start Date</u> <u>End Da</u> Week: 10/08/12 10/14/1		<u>Rate</u> <u>Rating</u> 1 \$200.00 0.00				
		787 (1971) 1971 (-	Totals	41	\$54,100.00